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HABERSHAM LAUNCHES NEW KITCHEN DISPLAY/SELLING CENTER FOR DEALERS; REDUCES PRICING FOR CUSTOM KITCHEN CABINETRY

TOCCOA (April 12, 2010) – Habersham is introducing a brand new marketing and sales-driven concept for its Custom Kitchen Dealer Program. Recent factory innovations have allowed the Georgia-based company to cut production costs while fine-tuning and streamlining its custom cabinetry building and finishing capabilities. The Georgia-based company is passing these savings on to kitchen dealers by significantly reducing retail pricing of its hand-styled and finished custom cabinetry. In tandem, Habersham has created an attractively priced, turnkey in-store Display and Selling Center that offers dealers a convenient, cost-effective way to showcase the versatile design styles and custom features the line offers.

“We’ve been able to significantly reduce overhead by investing in new systems and equipment while reconfiguring our entire manufacturing process in such a way that allows us to still deliver the quality, handcrafted custom cabinetry our discriminating clientele has come to expect,” explains Matt Eddy, president, Habersham. “We see our dealers as marketing partners and wanted to give them a cost-effective way to share this news with potential customers. Our new in-store display program promises to attract attention and sales – while paying for itself.”

Available in a variety of different pricing and size options, the new Habersham Display and Selling Center brings some of the company’s most popular cabinetry styles and finishes together with an array of selling tools. The basic Center includes Habersham’s Venetian Hearth range hood design and base (pictured left), which can accommodate

slide-in/free-standing ranges and drop-in cooktops. The display includes flanking counter curios and bases as well.

Dealers can choose from different cost-effective pricing options for the Display and Selling Center, including substantial discounts packaged with sales rebates and attractive financing plans. To learn more about Habersham’s custom kitchen and bath cabinetry, as well as the new Display and Selling Center, interested dealers can call Habersham at 800.HABERSHAM (422-3774), 706.886.1476 or email: info@habersham.net.

ABOUT HABERSHAM

Celebrating more than 38 years in business, Toccoa, Georgia-based Habersham is a leading manufacturer of custom kitchen and bath cabinetry, hand-painted and styled showpiece reproductions and original, copyrighted furniture designs. The Habersham line features a full line of fine, unique furniture designs in numerous choices of finish, including trumeaus, armoires, chests and dressers, cupboards, media centers, occasional dining and work tables, chairs, desks and beds. The company’s expansion into kitchen and bath cabinetry and other custom cabinetry options in recent years allows consumers to choose from residential furniture designs, unlimited finish options and styles, and cabinetry to create a Grand European or American Casual lifestyle look that flows throughout the entire home. For more information, visit www.habershamhome.com, call 1.800.HABERSHAM or 706.886.1476 or write: Habersham, PO Box 1209, 171 Collier Road, Toccoa, GA 30577.

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